

Guide Development Committee Minutes

September 11, 2018

8:00 – 9:30 am

Attendees: Brent Norsman (chair), Marcy Huttas (chair), Pamela Maass (Chamber Executive Director), Alice Howe (Program Specialist), Garrett Karp (Program Manager)

1. Safety rebates – Invite local businesses to beat meetings
 - a. We still offer rebates for personal security guards
2. WPB Ambassador Program updates
 - a. Check-ins for ambassadors, possibly quarterly?
 - b. How can we accommodate individual ambassadors who are not employed by a local business?
 - c. Garrett and Alice will be doing an ambassador outreach this upcoming week
 - d. Will follow up with press links and additional information to those interested
3. “Window Works” update
 - a. Double check the final submission date with Jordan – (Midnight Sept 24th)
 - b. Email art committee contacts for possible submissions
 - c. Arts Committee will review and submit to GD to find storefronts
4. Create yearly marketing plan surrounding rebate programs and SSA events
 - a. Rotate between personally distributing flyers and mailing information to everyone within the SSA
 - b. SSA newsletter?
5. BN suggests we create an SSA inventory of businesses
6. Alice will begin sharing/highlighting a local business a day on Instagram/Facebook
7. Should we create a “new small business package”?
 - a. This could include ribbon cutting, press release, etc.
8. BN would like to begin discussing and researching a WPB Arts Center
 - a. This would be a separate organization from the SSA